WHAT IS CLAIMED IS:

1. A plastic molded container comprising:

a bowl comprising an upper rim, a bottom and a sidewall extending between the upper rim and the bottom,

the sidewall comprising a lower frustum section, a narrow mid-section and an upper frustum section,

the lower frustum section connecting the bottom to the mid-section, the lower frustum section decreasing in width as the lower frustum section extends from the bottom to mid-section,

the upper frustum section connecting the upper rim to the mid-section, the upper frustum section decreasing in width as the upper frustum section extends from the upper rim to mid-section.

2. The plastic molded container of claim 1 further comprising a lid securable to the upper rim.

3. The plastic molded container of claim 2 further comprising a recess disposed between the upper frustum section and the upper rim,

the lid further comprising a lower lip,

the recess for receiving the lower lip of the lid.

4. The plastic molded container of claim 1 wherein the lid is rotatably securable to the rim.

5. The plastic molded container of claim 1 wherein the container is molded from a plastic selected from the group consisting of polyvinylchloride, polyethyleneterephthalate, high density polyethylene, polycarbonate, polystyrene and polypropylene.

6. The plastic molded container of claim 1 wherein the container is blow-molded from a single layer plastic.

7. The plastic molded container of claim 1 wherein the container is blow-molded from a multi-layer plastic.

8. The plastic molded container of claim 7 wherein said multi-layer plastic further comprises at least one gas barrier layer selected from the group consisting of polyvinylidienechloride, nylon, and ethlyenevinylalcohol copolymer.

9. The plastic molded container of claim 1 wherein the container has a diameter and a height, the diameter being greater than the height.

10. The plastic molded container of claim 1 wherein the bottom comprises a downwardly extending circular standing ridge.

11. A method of forming a plastic container comprising the steps of:

providing two mold halves, each mold half having a cavity defining one-half of the container which comprises a bowl comprising an upper rim, a bottom and a sidewall extending between the upper rim and the bottom, the sidewall comprising a lower frustum section, a narrow mid-section and an upper frustum section, the lower frustum section connecting the bottom to the mid-section, the lower frustum section decreasing in width as the lower frustum section extends from the bottom to mid-section, the upper frustum section connecting the upper rim to the mid-section, the upper frustum section decreasing in width as the upper frustum section extends from the upper rim to mid-section;

abutting the two mold halves together;

blowing plastic material into the abutted mold halves under blow molding conditions;

separating the mold halves; and

extracting the resultant container.

12. The method of claim 11 wherein the plastic material is selected from the group consisting of polyvinylchloride, polyethyleneterephthalate, high density polyethylene, polycarbonate, polystyrene and polypropylene.

13. The method of claim 11 wherein the plastic material comprises a single layer plastic.

14. The method of claim 11 wherein the plastic material comprises a multi-layer plastic.

15. The method of claim 14 wherein said multi-layer plastic further comprises at least one gas barrier layer selected from the group consisting of polyvinylidienechloride, nylon, and ethlyenevinylalcohol copolymer.

16. The method of claim 11 wherein the container has a diameter and a height, the diameter being greater than the height.

17. The method of claim 11 wherein the bottom comprises a downwardly extending circular standing ridge.

18. A method of forming a plastic container comprising the steps of:

providing a three piece mold, each mold piece having a cavity defining one-third of the container which comprises a bowl comprising an upper rim, a bottom and a sidewall extending between the upper rim and the bottom, the sidewall comprising a lower frustum section, a narrow mid-section and an upper frustum section, the lower frustum section connecting the bottom to the mid-section, the lower frustum section decreasing in width as the lower frustum section extends from the bottom to mid-section, the upper frustum section connecting the upper rim to the mid-section, the upper frustum section decreasing in width as the upper frustum section extends from the upper rim to mid-section;

abutting the three mold pieces together;

blowing plastic material into the abutted mold pieces under blow molding conditions;

separating the mold pieces; and

extracting the resultant container.

19. A method of hot-filling a container, comprising the steps of:

providing a plastic container comprising a bowl comprising an upper rim, a bottom and a sidewall extending between the upper rim and the bottom, the sidewall comprising a lower frustum section, a narrow mid-section and an upper frustum section, the lower frustum section connecting the bottom to the mid-section, the lower frustum section decreasing in width as the lower frustum section extends from the bottom to mid-section, the upper frustum section connecting the upper rim to the mid-section, the upper frustum section decreasing in width as the upper frustum section extends from the upper rim to mid-section;

positioning the container within a receptacle;

filling the container with material under hot filling conditions;

sealing the container with a suitable seal member; and

securing a lid on the container.

20. A method of retorting material disposed within a container, comprising the steps of:

providing a plastic container comprising a bowl comprising an upper rim, a bottom and a sidewall extending between the upper rim and the bottom, the sidewall comprising a lower frustum section, a narrow mid-section and an upper frustum section, the lower frustum section connecting the bottom to the mid-section, the lower frustum section decreasing in width as the lower frustum section extends from the bottom to mid-section, the upper frustum section connecting the upper rim to the mid-section, the upper frustum section decreasing in width as the upper frustum section extends from the upper rim to mid-section;

positioning the container within a receptacle;

filling the container with material under ambient or near ambient conditions;

securing a lid on the container;

sealing the container with a suitable seal member;

heating the container, material, lid and seal member.